

# IBS BULLETIN

SPRING 1949

PUBLISHED AT: Box 4527, University, Alabama  
EDITOR: Sonia B. Swanson

## From the Editor —

This issue is the first Bulletin we have been able to publish this year. We're sorry to not have had it out earlier, but we had to dig up a lot of material up, and then find time to put it together.

This issue contains a lot of material you have seen before. Some has been in the national newsletters, or in your regional news. Other material has been in the IBS memos. There is quite a bit of fresh material here, which has been accumulating until we could print it in a "Bulletin."

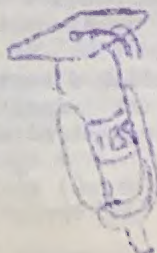
The format will remind you of the IBS Newsletters, because it is simpler for us to use at the moment. Of course, we will try to publish a Bulletin in its own special format quite soon.

I'd like to get one more issue of the Bulletin printed for the end of this school year. This means, I'd like to do it by June 1st. There will be a lot of material to use, particularly about the meeting at Columbus. But.... we all would like to devote at least half of the next issue to news about YOU...the IBS Member and Trial stations. Most of the news about the stations in this issue came from newsletters, and some of it is terribly old. And we had very little to write about the stations in New England, the West, Southwest, and New York State...so, Please, PLEASE, PLEASE send copies of your station and regional newsletters, clippings about the station in the campus paper, right away to: Box 4527, University, Alabama. And I'd love to have some special "hot" news, so do us the favor of sending a summary of what you have done this year. (please send it to arrive by May 15th). We especially want news about stations not mentioned in this issue!

Send in articles, reviews of radio books...what you have.

Thanks a lot,

*Sonia B. Swanson*  
EDITOR





## ACTIVITIES OF MEMBER AND TRIAL STATIONS,

1948-49

- Graceland - Station KGRA, using information supplied by IBS, went on the air at 2:00 in the afternoon, February 6th. We with Glen Cargyle and the staff a successful year, and many more.
- Brigham Young- KBYU got off to a running start last fall, with a large staff and new equipment. They used a lot of their equipment for their float in the annual Homecoming parade. The station also had an anniversary party March 11th. There was an open house and a special broadcast, for celebration of one year's broadcast from their studios in the Speech Center.
- Bard College - The staff of WABC numbered almost 1/3 of the student body, as the station started its second year of broadcasting. The opening show was acclaimed as an excellent example of what students can do while "learning by doing."
- Alabama- Three staff members of WABP went to Washington to cover the Presidential inauguration, and came back with wire and tape recordings of the event. Emphasis was placed on the role played by Alabamians in the programs and receptions. The resulting show was the station's feature of the week, and was later used by a local station.
- Trinity - Station WUTC went back on the air with a staff augmented by fifteen freshmen, two gift microphones, and a new control panel under construction. The station, managed by Sam Edsall, also plans to build a new modulator and transmitter.
- Columbia - the annual training program for candidates for WOCR staff positions was continued this year, with regular classes for all station jobs. The feature show last fall was the complete coverage of the installation ceremonies for Columbia U.'s new President, General Eisenhower.
- Connecticut (at Storrs) - WHUS started off the year with a varied schedule. They have arranged for many programs to be presented by the campus organizations, including the World Federalists, Hillel, and the language clubs. They use their wire recorder for almost every type of show, including fashion shows.
- Maryland - the staff of WMUC went on the air October 11, but had all sorts of technical problems which kept them off the air for quite a while.
- Virginia Polytech - WUVT went back on the air last fall with a daily schedule of five hours. Programs include a radio "Bulletin Board" for the use of all campus organizations, and a Saturday morning "Nine-to-Twelve" program of records. They became full Members this year.
- MacMurray - under the director of Jane Fairbank, this year's Station Manager, the WMUC schedule was altered this year to give better programming; the daily schedule includes broadcasts from 5 to 5:45, and 7:30 to 9:20, with news, popular and classical music, and a daily feature on the program schedule. The station has been used this year to supplement academic work, particularly Political Science and Science courses.
- Clarkson - Broadcasts on station WNTC were resumed this March, after three months off the air for the construction of new studios. Herman Steinborn in the Station Manager, Richard March his assistant.
- Wake Forest - WFDD was featured in a four-page spread in the March issue of the "Student," campus magazine. The accurate text and interesting pictures covered all phases of the station's operation; an A-1 story.
- South Carolina- The first annual WUSC station banquet was held April 24th, in conjunction with the Southern Regional meeting. Two staff members and the faculty adviser received pins for outstanding work.
- Olivet Nazarene - the staff of WONC has exchanged several visits to other campus stations in its neighborhood, particularly with WETN at Wheaton College. The station's third anniversary on the air was celebrated February 2nd, with an open house in the studios.



## STATION ACTIVITIES (contd.)

Wheaton College - WETN went on the air October 4, and began full time broadcasts the eleventh of that month. Two of their announcers are giving semi-weekly broadcasts on WMRO in Aurora, Ill. Featured on the station this year were an interview with the Wheaton Chief of Police; broadcasts of all home basketball games, and many other special events. Bill Thompson was appointed Station Manager in January. The station is participating with the college in a non-credit course in radio fundamentals.

Lindenwood - the staff of KCLC has been working a combination Hooperating and promotion stunt. They poll the dorms to see how many students in each one are listening to the station, and each week give a prize to the dorm with the highest percentage listening. And they have lots of listeners!

Macalester - WBOM's sponsors can hear their shows without moving out of the office - the station records each sponsored show on wire, and they give the sponsor a private hearing in his office. The sponsors really like it.

Stephens - the KWNC program department has two new shows, "Talent Parade," and "Wings of Thought," with poetry read to a musical background. This station, along with many others, will send staff members to the meeting in Columbus.

Creighton - the news staff of KOCU scooped the local papers and stations when they interviewed two students who had been lost in one of the March floods. A five minute news show was expanded to fifteen minutes for the occasion.

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### NEW MEMBER AND TRIAL STATIONS

Three Trial Groups have become Full Members this year (before May 1st). They are:

Station WUVT	Virginia Polytechnic Institute	Blacksburg, Va.
" WRUR	U. of Rochester	Rochester, N. Y.
" WRSB	Sampson College	Sampson, N. Y.
" WHOE	Rhode Island State College	Kingston, R. I.

on May 1st

Nine groups have joined the System in Trial status since last September; they include

Beloit College	Beloit, Wisconsin
Earlham College	Richmond, Indiana
KGRA	Graceland Junior College
KGRW	Grinnell College
KSDB	Kansas State College of Agr.
KCLC	Lindenwood College
WMMR	Minnesota, University of
WOFM	St. Bonaventure's College
	Washington College
	Lamoni, Iowa
	Grinnell, Iowa
	Manhattan, Kansas
	St. Charles, Missouri
	Minneapolis, Minnesota
	St. Bonaventure, New York
	Chesterton, Maryland

CALL LETTERS assigned to IBS stations this year have been:

WOFM	St. Bonaventure's College	KGRA	Graceland Junior College
KGRW	Grinnell College	WMMR	University of Minnesota
KSDB	Kansas State College of Agr.	WKOR*	Columbia University
WEOS	Hobart College	WECS	Southern University
WINI	U. of Illinois (Galesburg)	KCLC	Lindenwood College
WVLJ	Valparaiso University	WKCS	Kenka College

\*Released by Treasury Department. Columbia has been using this call.



## DOUBLE FEATURE AT COLUMBUS

The weekend of May 7th and 8th will see a double feature for IBS, the annual meeting of the Institute for Education by Radio in Columbus, Ohio. This will include a round-table on campus radio, and the spring Governing Council meeting for all IBS stations.

A round table discussion on "Objectives and Standards for Campus Radio Broadcasting" will be on the official agenda of the IER; this panel will be held on Saturday afternoon, May 7; the chairman will be Howard Hansen, faculty adviser for WMUC, MacMurray College. The panel members and their subjects are:

Station Relations.....Hale Aarnes, Radio Department, Stephens College

Station Management.....John Bachman, KIYS, Baylor University

Technical Operations.....David Borst, IBS Operations Department

Station Programming.....Leo Martin, Radio Department, University of Alabama

Educational Objectives and Standards...Richard Hull, Director of WOI, Iowa State College

Each member of the panel will speak for about fifteen minutes on his subject; this will be followed by a discussion among the panel members, and then the subject will be open for questions from the audience.

At least six regional representatives have indicated that they will be in Columbus, and so will be able to attend a meeting of the Governing Council. At the same time, there will be a meeting of the IBS Midwestern Region. In addition, it is expected that representatives from many of the stations will also be present. The IBS meetings will be held Saturday night and Sunday morning; the discussions will include the proposed FCC rules about campus radio, proposed new IBS Constitution, plus all business brought up by the representatives.

The Institute for Education by Radio was first organized in 1930, to provide a meeting for groups and individuals interested in the uses and impact of radio as an educational medium. The meetings have general discussions on many phases of radio - as an educational and public service medium, its use for general and specific education, the use of radio in classrooms, teaching of radio techniques, and many allied subjects. Many leaders in the educational radio field attend these meetings, with are entertaining and informative.

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## STATION AND REGIONAL NEWSLETTERS

Several stations and regions have sent in their newsletters this year; the ones we've seen are nicely produced and written. Among the station newsletters, we saw the first issue of WUSC's "Larynx"; this issue, which was mimeographed, was devoted to news of the station and its equipment, and a program schedule. WUNC, at Olivet Nazarene, puts out a weekly "Broadcaster," with boxes for special news items, dope on what members of the staff do, a lot of material on IBS regional and national news, as well as other features about the station programs and activities. We also saw several copies of Wheaton's "Microphone." This weekly newsletter varies its format and content often, sometimes using news about the station, while others give detailed program schedules, tables of staff organization and membership, and news on how the station operates.

There haven't been many regional newsletters coming this way. We were impressed by the April newsletters from the Midwestern Region. This includes a summary of information about work done at regional headquarters, as well as a one-page summary of each station's activities, prepared by the stations.

These newsletters show effort and imagination. The station "trihwoaway" letters are an excellent idea, for in some cases the campus paper does not have space for all the news about the station. Furthermore, they do give all the student listeners a permanent program schedule.

We'd like to write more about these newsletters - please send copies of YOURS



## HOOPER AND SHARE OF AUDIENCE SURVEYS

by

David W. Borst, Operations Manager

Accurate and up to date facts about each IBS station and its listening audience must be known so that the chosen representatives of the Intercollegiate Broadcasting System may effectively solicit national advertising. Among the most important of these facts are the Hooper and share of audience ratings of stations.

The "Hooper" rating is defined as the number of radio sets tuned to the station, divided by the number of contacts made in the period under survey. In the case of campus station surveys, a contact is a room, regardless of whether or not there is a radio, or whether it is on at the time of contact. A share of audience is the percentage of the radios in use that are tuned to the campus station.

It is fortunate that it is easy to survey the audiences of campus station to find the "Hooper" and "share of audience" for every half hour period in each broadcasting day.

In May, 1948, six stations in the IBS Empire Network (the New York State Regional Network) conducted a survey to obtain these figures. The composite results are as follows:

Time	"Hooper"	Share of Audience
7:00 - 7:30 PM	7.4	29%
7:30 - 8:00	12.7	40
8:00 - 8:30	25.9	75
8:30 - 9:00	22.0	65
9:00 - 9:30	25.4	44
9:30 - 10:00	20.3	46
10:00 - 10:30	28.8	59
10:30 - 11:00	9.8	67
11:00 - 11:30*	4.3	33
11:30 - 12:00*	45.0	75
Average	21.0	53.2%
(*Only one station broadcasting)		

This survey was compiled from simultaneous sampling at the University of Rochester, Sampson College, Cornell University, Rensselaer Polytechnic Institute, Union College, and St. Lawrence College, with a total coverage of 15,294 campus listeners. The survey was conducted under the direction of George McKelvey, the Operations manager of the Empire Network, and New York State Regional Representative for IBS.

From the questionnaire forms worked out by Mr. McKelvey and his staff, the IBS Operations Department has prepared three forms which are available for use by stations in the System; these forms are all that are necessary to conduct a survey on any IBS campus. Samples of these forms are in the IBS Executives Handbook, and include:

- Form B 184 Instructions for Conducting "Hooper" type survey
- B 185 Polling Sheet
- B186 Master sheet.

The instructions cover the use of the Polling and Master Sheets. There is room on each polling sheet for entering records on 80 contacts. In general, a minimum of 40 contacts for each half-hour period is needed for accuracy; more should be made if possible, particularly when the station coverage is more than 750 students. Two master sheets are needed, one for station records, and one for the IBS Business Manager.

For further information and forms, write IBS Business Department.



## PROGRAM TRANSMISSION STANDARDS

by

Donald F. Barnside &amp; David W. Borst

The Columbia Broadcasting System recently adopted a new standard of program transmission, to make broadcasting more pleasing to the listener. This new standard is based on the findings of two studies taken by CBS in recent years.\*

These studies showed that many listeners object to a sudden change in volume level during the program, such as certain music passages being too low, or music being too loud with respect to speech, etc. The CBS studies reached three principal conclusions which are advantageous in building listener "good will," so necessary for successful operation of a radio station:

1. Listeners prefer to hear broadcast music and speech at about the same peak level.
2. The limit of the range of peak volume levels is approximately 8 db. (4 db above or below the average peak volume level).
3. Within this 8 db. range volume level changes are less annoying when made gradually in two or more steps.

As indicated above, the 8 db. limit of volume level range refers to the range of peak volume levels and not to the "dynamic range" which is the range of minimum and maximum sound intensities.

These program transmission standards have been adapted for use by IBS stations and are summarized in Standing Instructions SI-T-402, available to IBS Members. The peak levels specified are given in terms of scale calibrations on the standard broadcast-type VU meter (scale B). Because of the unique dynamic characteristics of the VU meter no other type should be used for a volume indicator.\*\*

The CBS study revealed that listeners like to hear broadcast music and speech at the same relative levels, regardless of the absolute sound level that is preferred. It was found that listeners prefer an even level, regardless of whether they are hearing variety, drama, narrative, or music. In addition, the level of audience reaction now specified is less than in previous standards, in accordance with listener preferences. The CBS study did not include symphonic music, but a greater range of peak levels seems desirable for such music.

The old transmission standards used by CBS and other networks provided for maximum peak levels or "ceilings." The new standards retain "ceilings" (but they are different from the past ones) and, also, provide minimum peak levels, or "floors," below which the level of the main program peaks should not fall.

All IBS stations are urged to make themselves familiar with the new program transmission standards, and introduce them into their operating practice. It is particularly important that these standards be followed when exchanging programs by wire line or transcription, in order to achieve uniform quality of programming. Copies of Standing Instruction SI-T-402 may be obtained from the IBS Engineering Department. For further information on the use of the standard VU meter refer to drawings H1109 and H1119 in Edition III of the IBS Technical Data Book.

- \* New CBS Program Transmission Standards: H. A. Chinn and P. Eisenberg - Waves and Electrons Section, Proceedings of the I.R.E., Dec. 1947, p. 1547
- \*\* The New Standard Volume Indicator and Reference Level: H. A. Chinn and D. E. Gannett and R. B. Morris, Proceedings of the I.R.E., January 1940, p. 1 (also Bell Systems Technical Journal, January 1940, Page 1)



## THE YEAR'S MEETINGS

There have been a good number of regional meetings this year, and one national meeting. The first meeting held this year was a national meeting, in New York on October 2-3. Five executives and representatives were present, but no official action could be taken as there was no quorum. All proposed legislation as later sent out in a mail ballot.

On December 5th, New York State (Region 2) held a meeting at the University of Rochester, with delegates present from all but two stations. They made the decision that trial members would be allowed a vote on regional business, established procedures for a script exchange and a monthly newsletter, to take periodic Hooper-type surveys, to try to establish a transcription exchange, and to take the field intensity measurements requested by IBS.

The New England region held a meeting at IBS, Wesleyan, on December 11 and 12. Dave Frost was there as IBS representative. Over seven stations were there.

A conference on Collegiate Radio was held at WFIL, Temple University, on January seventh. The meeting discussed taking field strength measurements, the financing of campus stations through national advertising, and the announcement that station WFIL, Philadelphia, was going to underwrite a network of three stations in the area, with connections to WFIL.

Region 7, the Midwest, held a meeting at Northwestern University on February 12th and 13th, with representatives from 11 colleges, and 2 from IBS, in attendance. The region made plans for a monthly newsletter, field intensity readings, and a regional round-robin transcription exchange.

On April 23, twenty-six people, including representatives from five stations in the Western region, met at Stanford University, with George Abraham representing IBS. The main discussion was on the changes proposed by the FCC. Station KSU, Stanford, reported that they had obtained letters from several stations in the area which indicated that the campus station was not in competition with commercial radio. The meeting continued with a discussion of the briefs to be submitted to the FCC. The delegates then broke up to discuss regional matters and technical proposals to the FCC. Dean Liorle of KERO was selected to be regional representative after Steve Phillips graduates.

The same weekend, fifteen people attended the meeting of the Southern Region at WSCS, Columbia, S. C. Discussions covered the FCC proposals, with all stations indicating that they plan to submit briefs. A regional program department was established, with Bob Carpenter of WSCS as regional director. Ralph Herring of WFDD was elected Regional Engineer, and Pete Swanson was re-elected regional representative. Informal discussions resulted in the exchange of many useful program and promotion ideas.

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#### RADIO BOOK REVIEW

**RADIO STATION MANAGEMENT:** J. Leonard Reinsch, Harpers, 1948, \$3.50

There has been little good material on station management, most of it a chapter or two in general books on radio, or references to the supervisory responsibilities of station managers in books on particular phases of the business. For many years the questions that have been asked at IBS meetings and in letters have made us realize that many station problems might be solved if a good guide to organization and management were available.

It was for that reason that I was glad to see and study Leonard Reinsch's book on station management. I urge you all to buy, or at least read it soon. SRS



FileEngineering Briefs: New Products

Tape Recorders: The best job yet appears to be the Magnecord. Perhaps the most astonishing feature is the cleanness of reproduction from these units, and the versatility of combinations that may be purchased. For all around use the model PT6-JA combination is deemed the best. This consists of the basic tape pulling mechanism in a portable carrying case and a single channel amplifier with a self-contained power supply, VU meter, 5" monitor speaker, zero level output terminals, low impedance microphone input, and bridging inputs all contained in a separate portable case. The price is presently quoted at \$496; delivery on this units will start in 60 days. For those who want still more versatility, there is another combination consisting of the basic tape puller (PT-6A), and a three channel remote with provision for bridging input (PT6-P). This combination costs \$740. This is not the best value though, for they are charging \$462 for the remote. To me, if you're spending that much, you can buy the first combination mentioned plus a Gates three channel remote, for instance, and spend only \$791 for all three units, and wind up with a separate remote with automatic power supply changeover as well.

In a slightly lower priced field one finds the Amplifier Corporation "Twin-Trax" units which do not come with VU meters, but have provision for connecting one and have single channel amplifiers (high impedance). The speeds are not interchangeable on these units, as in the Magnecord. The 7-1/2" portable model sells for \$335 and the 15" model for \$395. These are surprisingly good units, but the frequency response, distortion, and mechanical construction are not as professional as the Magnecord. Being twin track, they have the advantage of playing twice as long as the normal time, and have automatic reversal at the end of a reel so that no adjustments have to be made after the recorder is once in operation.

Pickups: It is still the opinion of most people in the industry that the GE Reluctance cartridge is the best. But one word of caution. As you have perhaps heard, there is a new GE model on the market with replaceable stylus. This unit is not recommended, for tests have indicated that no two units have identical characteristics. In other words, GE's production control is poor, so until further notice you are better off buying the fixed stylus and when it wears out, send it back for a new one.

Transcription arms: CBS has standardized on the Gray transcription arm, which speaks very highly of its quality. The new model 104 is capable of playing either Long-Playing or standard ET's, as the weight adjustment is wide enough to accommodate the range necessary.

Studio Consoles: The newest model on the market is the Gates Model KA-40. This unit has 5 mike preamps and 3 turntable inputs (no preamplifiers) with the added feature of a Daven cue pot on each TT position. Provision is made for 6 remote lines plus network input, with override and cue on all remotes. All preamp inputs and outputs are brought out to terminal strips to facilitate patching, a feature not usually found in consoles. Quality is very good throughout, and the price is attractive at \$1195, including power supply and monitor and program amplifiers. All other big name manufacturers' consoles of equal quality sell for at least \$200 more. Still an outstanding buy is the Western Electric model 23C with 4 preamps and combination remote lines and TT inputs to one pot. This unit's one deficiency is that the monitor amplifier has only 4 watts output and a booster must be added to feed more than one speaker. The price has recently been reduced to \$681.32 net.

Remote Amplifiers: Now you don't have to pay \$450 for a remote with automatic changeover to battery operation of the a.c. fails, for Gates has come out with a three channel remote with that feature that sells for \$295, and is called the "Remote."

Herbert B. Barlow Jr.  
Engineering Director